



# **Violence and Injury Prevention Project on the United States – México border (VIP Project)**

## **Technical and Financial Report**

**THIRD QUARTER  
(July-September 2011)**

USAID Technical Office: Education and Health, USAID Mexico

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**Subsidized:** Pan American Health Organization, Regional Office of the World Health Organization (PAHO/WHO)

**Coordinator:** Dr. Maria Teresa Cerqueira, Chief, Office for the U.S.-Mexico border of PAHO/WHO

**QUARTERLY TECHNICAL REPORT**  
**Report corresponding to the period: July 1<sup>st</sup> to September 30<sup>th</sup> 2011**

**Summary:**

During the third quarter, worked was mainly conducted in the preparation of the plan of work for Phase II.

**JULY**

10/4-6 Personnel of the VIP Project went to PAHO Headquarters in Washington, D.C. E.U.A. in to participate in the workshop on Management of Communications Media, from Public Health given by the personnel of the World Health Organization, of the headquarters in Geneva. The workshop was highly productive since the VIP Project has a high linkage with communications media and the techniques and strategies of communication transmitted in the workshop have been of invaluable help for daily work.

10/19 In Support of the Foundation of Health Steps of the North (*Step of the Northern Health Foundation*) a convocation was carried out and the logistics of the Summit of Health in Juarez, Chihuahua, were coordinated; to which more than 40 health professionals of the public, private, and social sectors went. The summit was one of 3 meetings carried out in the region Step of the North, one more in Las Cruces, New Mexico and another one in El Paso, Texas. The summit resulted in various priority intervention activities of the Region.

10/20 An executive work meeting with Mr. Jaime Muñoz, Representative of the Municipal President of Juarez and engineer Maurilio Fuentes, Municipal Community Center Director, was carried out with the purpose of presenting the VIP Project, its scope and especially the linkage with the municipality. In this regard, a linkage among the various sections of the municipality and the project was agreed upon.

10/20 A work meeting with the personnel of the Observatory was carried out in order to announce the VIP Project and move forward in planning the activities that are linked between the two. It was agreed, at the meeting, that the Technical Secretary of the Observatory would present a list of needs within the framework of objective 1 to improve the technological infrastructure of the Observatory.

10/20 The meeting of the Installation of the Executive Committee of the Project VIP was carried out; made up of the following 5 people:

Maria Teresa Cerqueira PAHO/WHO

Arturo Cervantes  
René Soto Cavazos  
Calderón Salvador  
Jaime Muñoz

CONAPRA/Ministry of Health  
ICSA/University Autonomous of Juarez  
Ministry of Health of the State  
Municipality of Juarez/Representative

## **NOVEMBER**

11/1 There was a work meeting with the Social Technical Secretary of the Observatory of Safety and Living Together to determine the linkage strategy of the State Network of Care and Prevention of Domestic Violence and Observatory. It was agreed to attend the monthly meetings of the Network and create the invitation to train the partners in order to be part of the Committee of Public Policy, specifically of the group of Violence against Women.

11/2 A work meeting with Verónica Corchado from the Art Collective Organization, Community and Equity, A.C. was held in order to invite her to be added as convener to the convocation of young artists in order to carry out the flipcharts of the TEACH-VIP community. The invitation was accepted and has been compounded to the initiative.

11/2 There was a follow-up meeting with Dr. Cesar Fuentes Flores, Northwestern Regional Director of El Colegio de la Frontera Norte; within the framework of the RFP for the preparation of the Plan of Monitoring and Evaluation of the project of Violence Prevention and Injuries.

11/2 There was a work meeting with engineer Maurilio Fuentes, Municipal Community Center Director, to determine the strategy of linkage between the VIP Project and the Community Centers; in addition, there was a discussion about the expected impact of the activities and other needs for the institution.

11/4 There was a work meeting with members of the Collective Wagon, A.C. in order to invite them to be added as conveners to the convocation of young artists in order to carry out the flipcharts of the TEACH-VIP community. The invitation was accepted and has been compounded the initiative.

11/8 There was a work meeting with Collective Wagon, A.C. and Collective Art, Community and Equity, A.C in order to establish the criteria and scope of the convocation for Young Artists. The convocation was defined and the Collective Wagon offered to carry out the graphic design for its distribution.

11/11 There was a work meeting with representatives of the organization *Save the Children*, in specific of its representations in Mexico and Sweden, the purpose of the meeting was to share the local panorama from a public health perspective, mainly in youth violence and child abuse.

11/14-18 During the week of November 14<sup>th</sup> to the 18<sup>th</sup> there was participation in the work meeting organized by the Office of the U.S.-Mexico Border

PAHO/WHO, with the purpose to mainstream even more the activities of the VIP Project with other areas of the office and vice versa. Various topics of utmost importance were addressed for the VIP project.

11/22 The Secretaría de Salud Publica Estatal, jointly with the Mental Health Group and with the support of the Pan American Health Organization, presented the Plan Rector de Salud Mental (Mental Health Principal Plan); the plan had support from distinguished personalities and an assistance higher than 50 people, in addition there was coverage by local information media that gave coverage to the event.

11/23 There first meeting of approximation with Olga Rosa Ortiz, of the Autonomous University of Juarez, was held to request its support in the training of promoters during the month of December.

## **DECEMBER**

12/1 There was coordination and participation in the virtual work meeting with the Technical Secretary of the Safety Observatory and Social Networking and the editor in chief of the Pan American Journal of Health. The editor carried out various suggestions to improve the quality of the bulletins of the Observatory, which varies its technicalities to its administrative side and its content, as well as strategies for a greater dissemination and impact on the decision-makers.

12/2 There was follow-up meeting to the strengthening strategy of Community Centers, with engineer Maurilio Fuentes, Municipal Community Center Director, with the purpose to define 15 priority health care centers to which the intervention will be appropriated. The agreed upon centers were:

1. Felipe angels/El Retiro
2. Francisco I Madero
3. Francisco Villareal
4. Farms of Chapultepec
5. Kilometro 20
6. Kilometro 29
7. Troncoso Santiago
8. Granjas Unidas
9. Municipio Libre
10. Palo Chino
11. Plutarco Elías Calles
12. Frida Kahlo
13. El Jarudo
14. Terrenos Nacionales
15. Lucio Cabañas

12/5-7 There was coordination and preparation of the Workshop of Generation of Evidence and Lessons Learned, in prevention of gender violence for the state of Chihuahua, with a duration of 20 hours, to which more than 7 institutions attended and organizations of civil society, devoted to the prevention and attention to violence on the basis of gender, mainly violence against the women. The workshop had as purpose to systematize the information generated by the institutions and organizations in the material with a simple methodology that makes it possible for them to use it in projects and programs. For the year 2012 it has been planned to publish the document product of this workshop.

12/12-16 In collaboration with the Social Labor Department of the Autonomous University of Juarez a workshop of 40 hours was conveyed, directed at promoters in the prevention of violence and mental health, which are linked to the Municipal Community Centers.

During the week, various topics were addressed: promotion of the community, citizen participation, abilities of the promoter, Mental Health promotion, prevention of violence and human rights. Sixteen promoters attended the formation.

## **II Opportunities:**

- a) The principal opportunity that the project presents is based in its multisectoral and multidisciplinary character, since work relationships exists between the three areas of government, civil society, and academia; in this regard, all the work carried out during the first three quarters of the year has made it possible to give support to the dialogue initiated with the actors and be able to advance with greater fluidity in the approved actions of the Work Plan of Phase II.
- b) More than 80% of the activities are described at a broader level of detail that will permit an expeditious and planned implementation.
- c) The establishment of the Executive Committee as a collegiate body, that accompanies the intervention, makes it possible to give certainty and sustainability to the VIP Project, since it is accompanied by the implementation of public institutions of local public policy with regards to violence prevention and injuries, as well as mental health care.
- d) The next quarterly reports will have a different presentation; due to the great quantity of activities, the current format does not reflect correctly the advances in the implementation of the activities.

### **I. Possible barriers and areas of concern:**

- a) An area of concern during this quarter has been the vacation period of the month of December, since a gridlock was created between the beginning of the implementation of activities and the beginning of tasks on the first days of 2012, delaying the monitoring of various agreements.
- b) The launched convocation for creative young people, so that they could design a flipchart for violence prevention in order to be used at the grass

roots level, was developed; but the response of the creators was insufficient, which means that an agreement of work with the Institute of Architecture, Design and Art of the Autonomous University of Juarez will be developed in order to capture students' attention, from various careers of the institute, in a more direct way.

- c) Various acquisitions of equipment could not be carried out in the month of December given the administrative closings, however they are to be carried out during the first quarter of 2012.
- d) Some project activities have not had a significant progress since the local actors linked to them are in the process of selecting the best alternatives for their needs, furthermore, in some cases the decisions have required a special work in order to arrive at consensus of various actors.

**Key dates of the VIP Project (First quarter 2012):**

**JANUARY:**

01/10-11     First training workshop given to Municipal Community Center Directors  
                 Mental Health Promotion  
01/18        Regional Health Summit in Juarez  
/19-20       Second training workshop given to Municipal Community Center  
                 Directors  
                 Mental Health Promotion

**FEBRUARY**

02/02        Executive Committee Meeting  
02/03        Follow-up meeting with Community Facilitators  
02/07        Meeting with USAID in Mexico City to present the VIP Project  
/              Second Speaker's Forum (Subject: Prevention of Violence)